

Contract / Revision

WDAF-TV

568691 /

Order%

Start Date

KEVISION

ORDER

)FR

Order Sep 00:15:00

Billing Cycle

Print Date

2135

EOM/EOC

10/04/12

Page 1 of 5

Product Estimate #

MO 4 HEALTH & EDUC Alt Order # 09793023

Original Date / Revision Agency Com 15% Billing Type Cash

10/04/12 10/04/12 Billing Contact Order Type GENERAL

Flight Dates 10/23/12-10/29/12

Advertiser Mo 4 Health & Education

650 Massachusetts Ave NW

Billing Calendar BROADCAST

Suite 210
Washington, DC 20001

Demographic A35+

Agency Buying Time LLC Rev Codes SP-POL ISS POL

Buying Contact
Sales Office DC-M Product Codes PL2C
Sales Region NAT Priority 1

End Date

650 Massachusetts Ave NW
Suite 210

Washington, DC 20001

Sales Region NAT
Agency Ref
Advertiser Ref

Primary Account Executive Dan Driscoll

Account Executive

Dan Driscoll 100%
Order Share 30% Market Value 132666

 Competing Station % of Order
 Amount

 KCPT
 %
 0

 KCTV
 12%
 15920

 KCWE
 %
 0

 KMBC
 34%
 45106

 KMCI
 %
 0

 KPXE
 %
 0

 KSHB
 24%
 31840

 KSMO
 %
 0

Billing Plan **Order Totals** # Spots Net Amount Gross Amount # of Spots Net Amount Gross Amount Rating Start Date End Date Month 0.00 10/01/12 10/28/12 31 \$27,569.75 \$32,435.00 October 2012 31 \$27,569.75 \$32,435.00 \$7,365.00 0.00 10/29/12 10/29/12 7 \$6,260.25 \$7,365.00 November 2012 7 \$6,260.25 38 \$33,830.00 \$39,800.00 0.00 Totals

												Tota	ls
Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1	4	10/23/12	10/23/12	M-F 530-6a	CM-All	530-6a	-T	:30	1	\$300.002	0.00 NM	1	\$300.00
				M-F 530-6a									
F	OX Ne	ws	•										
	Star	t Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
We	ek: 10/2	22/12	10/28/12	-T	1	\$300.00	0.00						
2	4	10/24/12	10/24/12	M-F 530-6a	CM-All	530-6a	W	:30	1	\$300.002	0.00 NM	. 1	\$300.00
				M-F 530-6a									
F	OX Ne	ws											
	Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
We	ek: 10/2	22/12	10/28/12	W	1	\$300.00	0.00						
3	4	10/25/12	10/25/12	M-F 530-6a	CM-All	530-6a	T	:30	1	\$300.002	0.00 NM	1	\$300.00
				M-F 530-6a									
F	OX Ne	ws											
	Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						

Print Date: 10/04/12

Page 2 of 5

Contract / Revision

568691

Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/04/12/ 10/04/12

<u>Order Sep</u> 00:15:00

Advertiser Mo 4 Health & Education Product MO 4 HEALTH & EDUC

Estimate # 2135

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Tota Spots	als Amount
3 4	10/25/1	2 10/25/12	M-F 530-6a	CM-All	530-6a	T	:30	1	\$300.002	0.00 NM	1	\$300.00
FOX	News		M-F 530-6a							ĺ		
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week:	10/22/12	10/28/12	T	1	\$300.00	0.00						
4 4		2 10/26/12	M-F 530-6a M-F 530-6a	CM-AII	530-6a	M ME AN 100 FE 100 AN	:30	1	\$300.002	0.00 NM	1	\$300.00
	News	End Data	Masidava	Costo AMank	Data	Dating						
-	<u>Start Date</u> 10/22/12	End Date 10/28/12	<u>Weekdays</u> F	Spots/Week 1		Rating 0.00						
5 4	10/29/1	2 10/29/12	M-F 530-6a M-F 530-6a	CM-AII	530-6a	M	:30	1	\$300.002	0.00 NM	1	\$300.00
FOX	News									1		
	Start Date 10/29/12	End Date 11/04/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$300.00	Rating 0.00						
6 4		2 10/23/12		CM-All	· · · · · · · · · · · · · · · · · · ·		:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
	News	2 (0/20/12	M-F 6-7a	Çin-Aii	0-74	,	.50	,	Ψ1,000.001	0.00 1110	•	Ψ1,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:	10/22/12	10/28/12	~T~~~~	1	\$1,000.00	0.00						
7 4		2 10/24/12	M-F 6-7a M-F 6- 7a	CM-All	6-7a		:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
	News Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
-	10/22/12	10/28/12	W		\$1,000.00	0.00						
8 4		2 10/25/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	T	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
	News	End Data	Monkdova	Snoto Minok	Poto	Poting						
•	Start Date 10/22/12	End Date 10/28/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$1,000.00	<u>Rating</u> 0.00				ŀ		
9 4	10/26/1	2 10/26/12	M-F 6-7a M-F 6-7a	CM-All	6-7a		:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
	News									j		
*	<u>Start Date</u> 10/22/12	End Date 10/28/12	Weekdays F	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00						
10 4		2 10/29/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M	:30	1	\$1,000.00 1	0.00 NM	1	\$1,000.00
	News	m 1 m	104: 1 1-	0 (00)		.						
_	Start Date 10/29/12	End Date 11/04/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00						
11 4		2 10/23/12			7-8a	-T	:30	1	\$825.00 1	0.00 NM	1	\$825.00
			7-8a		(7:00 AM-8:0	00 AM)			1 Mary State State Control			
	News	C	10/	C==4=841==1c	D-4-	Datina						
	Start Date 10/22/12	10/28/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$825.00	Rating 0.00						
		2 10/24/12	M-F 7-9a 7-8a	CM-All		W	:30	1	\$825.001	0.00 NM	1	\$825.00
FOX	News				,	· ····,						
		End Date		Spots/Week		Rating						
·	10/22/12	10/28/12 2 10/25/12	W M-F 7-9a		\$825.00 7-8a	0.00 T	:30		\$825.001	0.00 NM	1	\$825.00
10/ 4	(VIESI)	E TUICUITE	7-8a	Civilati	(7:00 AM-8:0	•	.au	1	4020'00 I	U.UV PRIVI	1	40KO.UU
FOX	News					•				I		

Print Date: 10/04/12 Page 3 of 5



Contract / Revision

568691

Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/04/12/ 10/04/12

Order Sep 00:15:00

Advertiser Mo 4 Health & Education Product MO 4 HEALTH & EDUC

Estimate # 2135

Ln C	h Start	End	Inventory Code	Break	Start/End ~	Γime Days	Len Sp	oots	Rate Pri	Rtg Type	Tota Spots	als Amount
13	4 10/25/1	2 10/25/12		CM-All		T	:30	1	\$825.001	0.00 NM	1	\$825.00
FΩ	X News		7-8a		(7:00 AM-8:	00 AM)				I		
, 0	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week	: 10/22/12	10/28/12	T	1	\$825.00	0.00						
14	4 10/26/1	2 10/26/12	M-F 7-9a	CM-All			:30	1	\$825.001	0.00 NM	1	\$825.00
FO	X News		7-8a		(7:00 AM-8:	UU AINI)						
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	: 10/22/12	10/28/12	~ ~ ~ • F = =	1	\$825.00	0.00	***************************************			***************************************		
15	4 10/29/1	2 10/29/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:	M OG AAA)	:30	1	\$825.001	0.00 NM	1	\$825.00
FO	X News		7-0a		(1.00 Para.	oo maij				I		
	Start Date	End Date	Weekdays	Spots/Week		Rating				1		
	c: 10/29/12	11/04/12	M	2000.011	7	0.00	.00		@4 000 00 4	0.00 2024		#4 BOO DO
16	4 10/23/1	2 10/23/12	M-F 5-6p 5-530p	CIVI-AII	5-530p (5:00 PM-5:	-T 30 PM)	:30	ı	\$1,000.001	M/A 00.0	1	\$1,000.00
Ne	ws									1		
	Start Date	End Date	<u>Weekdays</u>	Spots/Week		Rating				İ		
17	c: 10/22/12	10/28/12 2 10/24/12	-т М-F 5-6р		\$1,000.00 5-530p	0.00 W	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
17	4 (0/2%) (2 10/24/12	5-530p	CIM-WII	(6:00 PM-5:		باي.	,	#1,UUU.QU 1	Ö'ÖD İAME	'	\$1,000.00
Ne	ws		•		•	,						
Monle	Start Date	End Date	<u>Weekdays</u>	Spots/Week		Rating				1		
18	(: 10/22/12 4 10/25/1	10/28/12 2 10/25/12		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	\$1,000.00 5-530p	0.00 ~~-T	:30	4	\$1,000.001	0.00 NM	1	\$1,000.00
	4 (5):25)	ie conservation	5-530p	Olstarit	(5:00 PM-5:	,	.00	•	AND PROPERTY OF STREET	0.00 (414)	•	w1,way.wy
Ne												
Wask	Start Date c: 10/22/12	End Date 10/28/12	Weekdays T	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00						
19		2 10/26/12	M-F 5-6p		47,000.00 5-530p	F	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
		V V V V V V V V V V V V V V V V V V V	5-530p	4,141.11	(5:00 PM-5:	30 PM)		•	a I ∰	314.5	•	* 14-74-4-
Ne		End Data	Montelava	Cmmta AMmala	Data	Datina						
Week	Start Date :: 10/22/12	End Date 10/28/12	Weekdays	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00						
		2 10/29/12	M-F 5-6p		5-530p	M=	:30	1	\$1,000.001	MM 00.0	1	\$1,000.00
			5-530p		(5:00 PM-5:	30 PM)				Î		
Ne	ws Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week	: 10/29/12	11/04/12	M		\$1,000.00	0.00						
21	4 10/23/1	2 10/23/12	M-F 5-6p	CM-AII	530-6p	- J	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
Mar			530-6p		(5:30 PM-6:	90 PM)				1		
Ne	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week	: 10/22/12	10/28/12	-T		\$1,000.00	0.00						
22	4 10/24/1	2 10/24/12	M-F 5-6p		530-6p	~ -W	:30	1	\$1,000.001	MM 00.0	1	\$1,000.00
Ne	A/C		530-6p		(5:30 PM-6:	80 PM)						
IAG	ws Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week	: 10/22/12	10/28/12	W		\$1,000.00	0.00						
23	4 10/25/1	2 10/25/12	M-F 5-6p	CM-All	530-6p	T	:30	1	\$1,000,001	0.00 NM	1	\$1,000.00
Nev	a/s		530-6p		(5:30 PM-6:	00 PM)				j		
146	***									4		

Print Date: 10/04/12

Page 4 of 5



568691 Flight Dates 10/23/12-10/29/12 <u>Hiatus Dates</u>

Order Sep 00:15:00

Advertiser Mo 4 Health & Education Product MO 4 HEALTH & EDUC

<u>Original Date / Revision</u> 10/04/12/ 10/04/12

Estimate # 2135

23 4	Start	End	Inventory Code M-F 5-6p		530-6p	Time Days			Rtg Type		Amount
23 4	10/25/12	10/20/12	м-г э-өр 530-6р		530-59 (5:30 PM-6:0	T 00 PM)	:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
News					5 /						
Sta Week: 10		nd Date 0/28/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00					
24 4	10/26/12	···	M-F 5-6p		530-6p		:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
NI.			530-6p		(5:30 PM-6:0	00 PM)					
News	art Date E	ind Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		0/28/12	F		\$1,000.00	0.00					
25 4	10/29/12	10/29/12	M-F 5-6p		530-6p	. M	:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
Nimoro			530-6p		(5:30 PM-6:0	00 PM)			i		
News Sta	art Date E	nd Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		1/04/12	M		\$1,000.00	0.00					
26 4	10/23/12	10/23/12	M-F 6-630p	ÇM-All	6-630p	~T	:30	1 \$1,440.001	0.00 NM	1	\$1,440.00
Maria			M-F 6-630p						ſ		
News Sta	art Date E	nd Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		0/28/12	-T		\$1,440.00	0.00					
27 4	10/24/12	10/24/12	M-F 6-630p	CM-All	6-630p	W	:30	1 \$1,440.001	0.00 NM	1	\$1,440.00
Name			M-F 6-630p						ĺ		
News Sta	ırt Date E	nd Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		0/28/12	W		\$1,440.00	0.00					
28 4	10/25/12	10/25/12	M-F 6-630p	CM-All	6-630p	T	:30	1 \$1,440.001	0.Q0 NM	1	\$1,440.00
Marria			M-F 6-630p								
News Sta	nt Date E	nd Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		0/28/12	T		\$1,440.00	0.00			1		
29 4	10/26/12	10/26/12	M-F 6-630p	CM-All	6-630p	F	:30	1 \$1,440.001	0.00 NM	1	\$1,440.00
News			M-F 6-630p						l		
	nt Date E	nd Date	Weekdays	Spots/Week	Rate	Rating			i		
Week: 10/		0/28/12	F		\$1,440.00	0.00					
30 4	10/29/12	10/29/12	M-F 6-630p	ÇM-AII	6-630p	M	:30	1 \$1,440.001	0.00 NM	1	\$1,440.00
News			M-F 6-630p								
	rt Date E	nd Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/	··	1/04/12	M		\$1,440.00	0.00					
31 4	10/23/12	10/23/12	M-F 9-10p	CM-All	9-930p	-T	:30	1 \$1,800.001	MM 00.0	1	\$1,800.00
Maura			9-930p		(9:00 PM-9:3	30 PM)					
News Sta	rt Date E	nd Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		0/28/12	-T		\$1,800.00	0.00					
32 4	10/24/12	10/24/12	M-F 10-1030p		10-1030p	W	:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
News			M-F 10-1030p					•			
NEWS	rt Date E	nd Date	Weekdays	Spots/Week	Pata	Rating					
		ייע ויימנט			Rate	Rating			1		
		0/28/12	W	1	\$1,800.00	0.00					
<u>Sta</u>			w M-F 10-103Gp	***,***	\$1,800.00 10-1030p	0.00 T~~~	:30	1 \$1,300.001	0.00 NM	1	\$1,800.00

<u>Original Date / Revision</u> 10/04/12/ 10/04/12

Print Date: 10/04/12



Contract / Revision

568691 Flight Dates 10/23/12-10/29/12

<u>Hiatus Dates</u>

Order Sep 00:15:00

Advertiser Mo 4 Health & Education Product MO 4 HEALTH & EDUC

Estimate # 2135

Ln Cl	n Start	End	Inventory Code	Drook	Ctartland	Time Dave	1 - n C-		Data Dai	Dt T	Tota	*********
			Inventory Code			Time Days	Len Sp	ois		Rtg Type		Amount
33 -	4 10/25/1	2 10/25/12		CM-All	10-1030p	*** *** *** *** ***	:30	1	\$1,800.001	MM 00.0	1	\$1,800.00
NI.			M-F 10-1030p									
Nev		5 lb /			. .							
Mode	Start Date	End Date	<u>Weekdays</u> T	Spots/Week	Rate	Rating						
***************************************	: 10/22/12	10/28/12			\$1,800.00	0.00			A + 000 000			
34	4 10/26/1	2 10/26/12	M-F 9-10p 9-930p	******	9-930p	oo maa	:30	1	\$1,800.001	0.00 NM	1	\$1,800.00
Nev	we.		a-a20b		(9:00 PM-9:	30 PN)						
1101	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week	: 10/22/12	10/28/12	F		\$1,800.00	0.00						
*****************		2 10/29/12	M-F 9-10p		9-930p	M	:30	4	\$1,800.001	MM 00.0	٥	\$0.00
v.		ann grait tale alle a sele	9-930p	Ols, ran	(9:00 PM-9:			•	φ1,920,525 I	O.CO PRINT	J	40.00
Nev	vs				(5.55. 10. 5.							
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week	: 10/29/12	11/04/12	M	1	\$1,800.00	0.00						
<u>Spot</u>	Ch Date Ra	<u>inge</u> <u>D</u>	escription	Start	/End Time	W	<u>eekdays</u>	<u>Le</u>	ngth Rate	Rtg Type		
1	4 10/29/1	2-11/04/12 N	1-F 9-10p	9-93	0p	(9:00 PM-9:30 PM-			:30(\$1,800.00)	0.00 NM		
	Credited											
36	1 10/27/1	2 10/27/12	Sa 7-9a	CM-AII	Sa 7-9a	5	:30	1	\$800.001	0.00 NM	1	\$800.00
			Sa 7-9a									P-12-1-12-14
Nev												
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Here's the second of the second of the second	: 10/22/12	10/28/12		1	\$800.00	0.00	······································					
37 4	1 10/28/1	2 10/28/12	Su 5-6p	CM-All	5-6p	S	:30	1	\$375.001	0.00 NM	1	\$375.00
			Su 5-6p									
Nev		E . 15 (
Marti	Start Date	End Date	<u>Weekdays</u> S	Spots/Week	Rate	Rating						
***************************************	10/22/12	10/28/12		1	\$375.00	0.00						
38 4	10/28/1	2 10/28/12	Su 10-1030P	CM-All	10-1030p	S	:30	1	\$1,800.001	MM 00.0	1	\$1,800.00
Nev	10		Su 10-1030p									
1404	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week	10/22/12	10/28/12	S		\$1,800.00	0.00						
N 39 4		2 10/29/12	M-F 10-1030p		10-1030p	M======	:30	4	\$1,800.001	0.00 NM	1	64 000 00
.4 MH	· inemi	e- 150 and 140	M-F 10-1030p	Postsy/(i	ro-roapp	Safe and some one safe	.au	1	#1,600.00 1	การัก เฟเดี	1	\$1,800.00
Nev	vs		to recep									
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week	10/29/12	11/04/12	M		\$1,800.00	0.00						

Totals 38 \$39,800.00